


AN OPEN LETTER TO ROBERT BERBERICH'S SONS THAT WE WANT EVERY MAN IN WASHINGTON TO READ



THE LARGEST MANUFACTURERS OF SHOES IN THE SOUTH

Craddock-Terry Company

MAKERS OF

LYNCHBURG, VA. August 12, 1910.

JOHN W. CRADDOCK, PRES.
A. J. CRADDOCK, VICE-PRES.
T. M. TERRY, TREAS.
EDWARD E. SHEPHERD, SECY.

DIRECTORS:
CHAS. C. CRADDOCK
EDWARD E. SHEPHERD
PAUL C. CRADDOCK
T. M. TERRY
GEORGE HANON
JOHN W. CRADDOCK

ADVISORY BOARD:
M. W. BROWN
J. B. STROUD
WALTER C. CARRINGTON
GEO. HANON
ALBERT L. WELLS
J. B. GUNNERY
W. C. MOORE

SEE US SAY OFF.
LONG WEAR SHOES
CRADDOCK-TERRY CO.

"LONG WEAR SHOES"
WEAR LONGER

Robert Berberich's Sons,
Washington, D. C.

Gentlemen:-

We are manufacturing a \$3.50 shoe that will wear at least 30 days longer than any other \$3.50 men's footwear we have ever seen. The name of this shoe is the CRADDOCK.

It is our intention to place the CRADDOCK Shoe in Washington immediately. An inspection of Washington shoe dealers shows your house to be the largest and most progressive. We, therefore, want you as our representative for this territory, and want the Washington public to know that we want you. Hence this open letter.

Will you accept the agency for a shoe that will give the wearer 30 days more wear than any other shoe he ever purchased for \$3.50, we to first prove to your entire satisfaction that the CRADDOCK is such a shoe?

To turn down this agent will mean turning dollars from your pockets - patrons from your store. The CRADDOCK Shoe is coming to Washington to stay - if not with the House of Berberich as agents, then with the next best house that we can secure. The fact that it will wear 30 days longer than any other \$3.50 man's shoe insures an instantaneous success that will add to the reputation of the house that handles it.

Awaiting word from you, we are,
Yours very truly,
CRADDOCK-TERRY COMPANY.

B. S. Berberich

TO THE MEN OF WASHINGTON:

WE ARE GOING TO PLACE BEFORE THE MEN OF WASHINGTON A BETTER \$3.50 SHOE—better by at least thirty days' more wear—than any man's shoe now selling in the District of Columbia at a similar price. We publish this open letter in order that the men of Washington will realize to what extent we have gone to give them the CRADDOCK Shoe through their favorite shoe house. If you cannot get the CRADDOCK Shoe at Berberich's, it won't be our fault.

We need a house like Berberich's for our Washington agency, because of the truly tremendous patronage with which they are favored. The quality materials and workmanship it takes to make a shoe like the CRADDOCK cuts into profits to an extent that necessitates many sales in order to operate on a satisfactory business basis.

If thirty (30) days' more wear than you ever got out of a \$3.50 shoe interests you, we would suggest that you write Robert Berberich's Sons, asking if they are not willing to co-operate with the men of Washington in an endeavor to cut down footwear expenses by accepting the local agency for a shoe that will outwear any other \$3.50 men's footwear by at least thirty days.

THE CRADDOCK-TERRY COMPANY.